

Meeting Minutes

Media and Communications Committee

Location: Fire Conference Room
3:30 p.m., Thursday, May 29, 2008

1. **Welcome and Introduction.** Chairwoman Leslie Daigle convened the meeting at 3:30 p.m. The following persons were in attendance:

Committee members

- Council Member Leslie Daigle (Chair)
- Council Member Keith Curry
- Council Member Nancy Gardner
- Don Boortz
- Dan Wampole

City Staff

- Tara Finnigan, Public Information Manager
- Marilee Jackson, Public Information Officer
- Paul Malkemus, IT Manager
- Kim Rieff, Department Assistant

2. **Public Comments on Non-Agenda Items**
Chairman Daigle asked if there are digital devices that can go from voice to print. Mr. Malkemus said the technology is there but it costs money.

3. **Communications Activities Update (Communication Plan/Council Priority)**
Ms. Finnigan said staff has been working on the Back Bay Science Center Ribbon Cutting and Grand Opening, Mess Night and the 1/1 Memorial Dedication Ceremony, Tsunami Signal Testing, Caltrans construction projects with Public Works, Group Homes, City Hall and planning head for water issues. It's been a busy Media Relations year because there is so much happening around City Hall. The next issue of the City Manager's Newsletter will be mailed the week of June 9th and it will be on the Council Priorities and include information on the John Wayne Airport passenger cap, the City budget and e-selectalert. Mr. Malkemus has been adding categories to e-selectalert per the department's requests and our goal has been exceeded for the year. Mr. Malkemus said we have 973 subscribers and all the departments are actively participating. We are getting about 8,000 hits a day on the website. The top page consistently is the E-Online Services.

Ms. Finnigan said the Staff Communication Committee would like to see City news in the Newport Navigator again and we are going to try it for a year. Ms. Jackson said NBTv has been busy doing a lot of special events.

Mr. Malkemus said we are streaming Channel 3 live 24 X 7.

4. **Discussion Items -**

Ms. Finnigan said the website redesign and implementation is moving forward. She said she and Mr. Malkemus met with two different vendors, Civica Software and Vision Internet to get a better idea of potential costs and timeline for a website redesign. They are two companies known for their government website design projects. The meetings went well and staff liked their content management systems.

Mr. Malkemus said technically the companies are very similar. Vision is more advanced and everything is written in dot.net which is the latest programming language. Civica is kind of dot.net and some other things. Civica does a better job of security because it uses an active directory which is Microsoft's Security that we use.

In response to Chairman Daigle, Ms. Finnigan said the main reason to make the change is to get a content management software system in place. That's where the departments have the power to go on and update their pages regularly. Part of this is repackaging and coming up with a new domain name. The domain name the Committee agreed on is cityofnewportbeach.org or cityofnewportbeach.gov. if we can get it.

Ms. Finnigan said a Capital Project outreach process was one of our goals under Council Priorities for the year. It's an attempt to be proactive about how we communicate our capital projects. The engineers and project managers would meet at the beginning of a project and fill out a check list. This would tell us up front what the project is, when they expect design planning construction to happen and key mile stones that we should be aware of so we can plan our communication accordingly.

Ms. Finnigan asked the Committee what they would like to see in the updated Communication Policy (see attached list).

Ms. Finnigan asked the Committee whether or not to continue the tradition of NBTV'S coverage of Speak Up Newport because of the content issue. In response to Ms. Finnigan, Council Member Gardner suggested every program start with a disclaimer. Chairman Daigle said the City should continue to cover Speak Up Newport and the committee agreed.

5. **Items for Next Agenda**

Communication Policy
Update on Vendors
Speech to text devices

6. **Adjourn & Set Next Meeting Date**

The meeting was adjourned at 4:40 p.m.